

“The Impact Of Social Media Influencers On Consumer Decision-Making And Brand Loyalty In Online Shopping”

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Abstract: Our research explores how social media influencers affect online shopping choices in today's fast-paced digital world. We aim to understand their impact on consumers, the various aspects of online shopping, and the factors that shape consumer decisions. Additionally, we will assess the future potential of social media influencers and e-commerce, conduct a SWOT analysis, examine competition, and study online shopping portals in India. This comprehensive study delves into the evolving relationship between digital marketing and consumer behavior.

Keywords: Analysis, Additionally, Comprehensive Competition, Evolving relationship.

INTRODUCTION

In this section, we commence by introducing the conceptual background, providing the theoretical foundation for our research. Subsequently, we delve into an examination of the most cutting-edge social media campaigns in India for 2023, offering insights into contemporary trends. Finally, we conduct a comprehensive review of the existing literature, which not only contextualizes our research but also highlights gaps in current knowledge. In this phase, we rigorously analyze the collected data to extract valuable insights that inform our research findings. Employing statistical tools and methods ensures the accuracy and reliability of the data, guaranteeing robust conclusions.

SOCIAL MEDIA INFLUENCERS

Social media has revolutionized the way people connect, communicate, and consume content. Among the countless users on these platforms, a new breed of influential individuals has emerged – online influencers. These influencers have garnered substantial followings and hold considerable power over their audience's choices and actions. It has a crucial element in shaping consumer decision-making, particularly in the realm of online shopping.

An influencer is a person who has become an experts or trendsetter in specific niches or fields. They leverage their expertise, authenticity, and engaging content to captivate and amass a dedicated following on platforms such as Instagram, YouTube, TikTok, and more. These influencers frequently curate and produce content that encompasses product evaluations and endorsements, as well as lifestyle guidance and the latest fashion trends. Their appeal lies in their ability to establish a personal connection with their followers, fostering trust and credibility.

In terms of online shopping, social media influencers play a role in influencing consumer decisions. Their recommendations, endorsements, and product demonstrations hold considerable sway over their followers, who often turn to them for guidance and inspiration. By showcasing products, sharing their personal experiences, and providing honest reviews, influencers influence consumer perceptions, brand preferences, and purchase decisions. They effectively relationships between consumers and brands, serving as intermediaries who facilitate the exploration and evaluation of products in the online shopping landscape.

As social media keeps changing and becoming a bigger part of our lives, social media influencers are expected to have an even greater impact. Their capacity to mold consumer choices, magnify brand communications, and stimulate online purchasing patterns has elevated them into an indispensable entity within the realms of marketing and advertising. Understanding the complex relationship between influencers and

consumers. Along with the comprehending the mechanisms underpinning influencers' persuasive abilities, has become imperative for marketers, enterprises, and researchers alike. Such understanding is crucial to harnessing the full potential of this potent phenomenon.

ONLINE SHOPPING

Online shopping refers to a digital platform where individuals can conveniently purchase items or services directly from sellers via the internet. You can either go to the store's website or use a search engine to find what you want and see how much it costs from different sellers. Online shopping is changing the way buyers purchase goods and services by enabling real-time interaction between buyers and sellers over the Internet. This simple platform allows shoppers to discover a wide variety of items from the comfort of their own homes, eliminating the need for physical stores. From books and clothing to home appliances and software, the internet has lots of different things to buy, and many of them you can't find in regular stores.

Online shopping's popularity is driven by its convenience, offering a wide selection without the need for physical store visits. It saves you time and effort, avoiding crowds and heavy bags

At its core, online shopping leverages the Internet to facilitate virtual transactions between customers and stores. It encompasses two essential modules: one for customers to browse and purchase desired items, and another for shopkeepers to manage and update products and customer information. This streamlined approach benefits departmental stores by simplifying administration and maintaining its centralized database. As customers browse and select items through menus, the system updates product availability and processes transactions efficiently. Various user levels access the application for data entry, generating reports, and maintaining security protocols.

Online shopping, also known as e-shopping or e-commerce, involves the purchase of goods or services directly from sellers over the Internet. This modern approach is facilitated through web browsers, mobile applications, and social networks such as Facebook and Twitter. The advent of mobile commerce further expands the reach of online shopping, making it an integral part of daily life for countless individuals.

MEANING OF SOCIAL MEDIA INFLUENCER

Social media influencer is good at something and has plenty of followers because people like what they share followers have confidence in the influencer and are likely to heed their recommendations regarding products or ideas. Influencers often work with companies to talk about their stuff in a way that feels genuine to their followers.

An influencers is someone who uses their online presence and personal brand to interact and connect with their followers. They usually specialize in a specific niche or industry such as fashion, beauty, fitness, travel, technology, or lifestyle. Influencers build loyal and engaged followers by creating and sending information to spectators.

1.1 Types of Social Media Influencers

When it's come in various forms, each characterized by their content focus, and audience engagement. Recognizing the diverse landscape of influencer is essential to understanding their effect on consumer choice and roles in shaping online shopping behavior.

- **Macro-influencers:** These individuals boast a substantial following on an online network, often numbering from hundreds of thousands to millions of followers. Among macro-influencers are celebrities, industry specialists, and notable public figures. Their widespread presence and popularity position them as influential champions for enhancing product and brand awareness. Their endorsements wield significant power in the role of influencing how consumers view things.
- **Micro-Influencers:** Micro-influencers, though having smaller follower counts (usually ranging from several thousand to around 100,000), possess tightly engaged audiences. Their influence comes from what they know, being real, and having strong connections with their followers. Micro-influencers tend to form a stronger relationship with their followers, fostering authenticity and relatability in their endorsements and guidance.
- **Nano-Influencers:** Nano-influencers are the influencers with the fewest followers, often ranging from a few hundred to a few thousand. They are distinguished by their hyper-focused and close-knit groups.

Nano-influencers are recognized for their real sincerity, high levels of interaction, and ability to actually influence purchasing decisions within their close-knit networks.

- **Celebrities and Public Figures:** Celebrities and well-known public figures have been leveraging their existing fame and reach to influence consumer behavior. While not exclusively online-based, their endorsements and the things they promote in social networks can still strongly influence their followers' choice to buy them.
- **Content Creators and Experts:** These influencers specialize in creating content related to categories, including beauty, fashion, and fitness, travel, or technology. Their expertise and in-depth knowledge within a particular field contribute to their credibility and authority, making their recommendations particularly influential among followers with shared interests.
- **Lifestyle Influencers:** Lifestyle influencers share firsthand accounts from their intimate encounters and daily routines, allowing followers to glimpse into their lives. Their relatability and ability to foster emotional connections alongside their viewers contribute to their power in shaping consumer preferences and purchase choices.
- **Reviewers and Critics:** Influencer offer detailed and honest reviews of products, services, and experiences. Their insights and evaluations offer valuable information to potential consumers.

TYPE OF ONLINE SHOPPING

- **Business-to-Consumer (B2C):** In this mostly prevalent type of online shopping, where businesses sell goods or services directly to individual consumers. Customers browse e-commerce websites and purchase items for personal use.
- **Consumer-to-Consumer (C2C):** In C2C online shopping, individuals sell goods or services directly to other individuals through online platforms. These platforms act as intermediaries, facilitating the transaction between buyers and sellers.
- **Business-to-Business (B2B):** B2B online shopping involves businesses purchasing goods or service from other businesses through online platforms. These category of e-commerce is more focused on bulk orders and procurement for business operations.
- **Consumer-to-Business (C2B):** In C2B online shopping, individual consumers offer products or services to businesses. For example, freelance professionals sell their services to companies on freelancing platforms.
- **Subscription-Based Shopping:** Some online retailers offer subscription-based services where customers pay a recurring fee to receive regular deliveries of specific products or access exclusive content or services.
- **Drop shipping:** Drop shipping is a fulfillment technique employed by online retailers who don't maintain inventory. Instead, they relay customer orders and shipping information to a third-party supplier, who subsequently delivers the product directly to the consumer.
- **Flash Sales:** Flash sales are time-limited, high-discount sales events where products are offered at significantly reduced prices for a short period so make your move before it is too late and encourage quick purchases.
- **Auction-Based Shopping:** Online auction platforms allow buyers to bid on products, and the highest bidder wins the item. Auctions are real-time or run for a specific duration.
- **Virtual Marketplaces:** Virtual marketplaces are online portals that bring together multiple sellers offering various goods and services to consumers.

MEANING OF CONSUMER

A consumer is an individual or entity that purchases and uses goods, products, or services to satisfy their needs, desires or wants. In this economy, consumers who plays a major role by driving demand for various goods or service, thereby influencing production, distribution, and overall market dynamics. There were the end-users of the items produced by businesses and are instrumental in shaping market trends and determining the success of businesses and industries.

MEANING OF CONSUMER DECISION-MAKING

Consumer decision-making is like a journey that people take when consumer choose what they to buy. It is a bunch of thinking steps and factors they consider before they finally choose something.

FACTORS CAN INFLUENCE THE CONSUMER DECISION-MAKING PROCESS

- **Personal Factors:** These include the consumer's age, gender, lifestyle, personality, values, and cultural background.
- **Psychological Factors:** Psychological factors encompass perceptions, motivations, attitudes, and beliefs that shape how consumers perceive products and make decisions.
- **Social Factors:** The opinions of family, friends, and social circles can heavily influence purchasing decisions. Social norms and trends also play a role.
- **Marketing and Advertising:** Advertisements, product presentations, and marketing messages can significantly impact a consumer's perception of a product and their decision to buy it.
- **Economic Factors:** A consumer's financial situation, income level, and economic conditions can impact their spending decisions.
- **Product and Service Characteristics:** Quality, features, benefits, and branding of products or services can sway consumers' preferences.
- **Online and Offline Influences:** In the digital age, online reviews, social media, and influencers can play a substantial role in shaping consumer decisions.
- **Order Confirmation:** Once the payment is processed successfully, the customer receives an order confirmation along with the estimated delivery time.
- **Delivery:** The purchased products are delivered to the customer's specified address, either by the online retailer or through third-party delivery services

FUTURE AND PROSPECT SOCIAL MEDIA INFLUENCERS:

- **Increasing Social Media Usage:** Most people were getting into influencing mentor platforms, leading to a larger audience for influencers to reach. This provides influencers with the chance they need to engage with a broader spectrum of individuals.
- **Micro-Influencers Dominance:** Micro-influencers will continue to rise in popularity, they are changing their attention and priorities toward genuine, sincere, and real in their actions and communication, niche-driven influencers with highly engaged and loyal followings.
- **Live Streaming Boom:** Live streaming will become a prominent trend, with influencers leveraging real-time content to lead a better relationship for their audience engagement and trust.
- **Augmented Reality and Virtual Reality Impact:** The integration of AR and VR into influencer marketing will provide new and immersive ways for products and services, offering unique experiences to consumers.
- **Global Expansion:** Influencer marketing will expand into emerging markets, where the growing social media usage presents untapped opportunities for both local and international brands.
- **Authenticity as a Priority:** Authenticity will remain a key focus for successful influencers, a customer places growing importance on authentic connections and open exchanges rather than overtly promotional material.
- **Vertical Influencers and Niche Marketing:** Influencers specializing in specific niches will gain prominence, allowing brands to reach highly targeted audiences.
- **Long-Term Partnerships:** Brands will seek long-term collaborations with influencers to establish stronger brand ambassador relationships, fostering brand loyalty and sustained audience engagement.

THE FUTURE AND PROSPECT E-COMMERCE

The world of online shopping is about to embark on a revolutionary journey in times of rapid technical innovation and changing customer requirements. Like an intrepid explorer, we are ready to uncover the trends and changes set to shape the e-commerce scene over the next year.

- **AI-Generated Noise:** AI is being used to create articles and images. However, as more AI-generated content becomes common, its effectiveness in marketing might decrease. To counter this, businesses needed to create messaging that strongly connected with their target audience, focusing on what makes their products special.
- **Pricing Pressure:** Customers might easily compare prices when making online purchases. As a result, this could lead to all products seeming alike and inexpensive, particularly on platforms such as Amazon. To stand out, businesses should find ways to make their products unique, aiming for a balance between value and price.
- **80/20 Customer Segmentation:** Not all customers are the same. The top 20% of customers are often the most valuable. Businesses should identify what makes these top customers special and focus on keeping them satisfied while also attracting new customers.
- **Social Commerce:** Social media portals like Facebook, Instagram, and Pinterest are becoming important places for shopping, where a consumer purchases without leaving these platforms. This seamless shopping experience is expected to become even more popular in 2023.
- **Personalization:** People want their shopping experiences to feel personal. Online stores are using data and AI to recommend products, show relevant ads, and send personalized emails. This trend will continue to grow, with businesses using data and predictions to create unique shopping experiences.
- **Augmented Reality (AR) and Virtual Reality (VR):** These technologies are changing online shopping. They might be able to try on clothes virtually or see how furniture looks in your home before buying. These trends are expected to get bigger in 2023 as more stores use AR and VR to make shopping more interactive.
- **Subscription Services:** More people are signing up for subscription-based online services. These involve things such as getting clothes delivered regularly or meal kits. Businesses are offering these services to provide convenience and personalized suggestions.
- **Sustainable and Ethical Shopping:** Consumer is getting alert of how their buying choices affect the planet and society. As a result, many online stores are focusing on being environmentally friendly and ethical. In 2023, we can expect more stores to use sustainable materials, and eco-friendly packaging, and reduce their impact on the environment.

SWOT ANALYSIS

Strengths:

- **Credibility and Trust:** Influencers frequently cultivate a robust connection with their admirers, fostering a feeling of trustworthiness and credibility. This can influence consumer decisions as followers believe in their recommendations.
- **Engagement and Reach:** Influencers have large and engaged audiences, allowing them to reach a wide demographic and potentially impact a significant number of consumers.
- **Authenticity:** Many influencers maintain an authentic and relatable image, making their recommendations appear genuine, which can strongly influence consumer behavior.
- **Visual Appeal:** Platforms like Instagram and Pinterest are highly visual, and influencers can showcase products in aesthetically pleasing ways, attracting consumers' attention and influencing their decisions.

Weaknesses:

- **Bias and Authenticity Concerns:** Some influencers may promote products solely for financial gain, leading to concerns about the veracity of their suggestions. This can erode trust among consumers.
- **Oversaturation:** The market is becoming crowded with influencers, which is making it challenging for consumers to distinguish between authentic recommendations and paid promotions.
- **Limited Knowledge:** Not all influencers are well-versed in the products they endorse. Consumers could be swayed by uninformed viewpoints, impacting their buying choices.
- **Changing Trends:** Consumer preferences and trends change rapidly. Influencers may struggle to stay

relevant and accurately predict what products will ring true with their target audience.

Opportunities:

- **Niche Markets:** Influencers can delve into specific niches and cater to audiences with distinct interests, providing an opportunity to influence consumers in those specific markets.
- **Collaborations:** Brands can collaborate with influencers to create authentic content that strikes a chord with both the influencer's followers and the brand's intended audience.
- **Educational Content:** Influencers who provide detailed reviews, guides, and tutorials can assist in educating users about products, enabling more informed decision-making.
- **Interactive Platforms:** Live videos, Q&A sessions, and interactive stories allow influencers to directly engage with their audience, potentially influencing decisions in real-time.

Threats:

- **Skepticism and Deception:** Consumers are increasingly conscious of the tactics used in brand ambassador marketing, leading to skepticism about authenticity and potential deception in endorsements.
- **Regulatory Issues:** As regulations increasingly demand that influencers disclose their paid partnerships, this transparency may diminish their impact, as consumers have become more aware of the commercial aspect.
- **Platform Algorithm Changes:** Changes in social media algorithms can affect the visibility of influencer content, potentially limiting their reach and impact.
- **Competing Influencers:** With the rise in influencers, there's intense competition for consumer attention. Influencers must consistently deliver value to maintain their impact.

Competitor

- **Traditional Advertising:** Traditional advertising methods such as TV, radio, print media, and billboards compete for consumer attention and aim to influence purchasing decisions through more conventional means.
- **Online Reviews and Ratings:** Customer reviews and ratings on e-commerce platforms play a crucial part in consumer decision-making. These can provide insights from real users that influence purchasing choices.
- **Word-of-mouth:** Personal recommendations from friends, family, and colleagues continue to be a powerful factor in influencing consumers' online shopping decisions.
- **E-commerce Platforms:** The platforms themselves provide product information, user reviews, and recommendations based on browsing history and preferences, directly influencing purchase decisions.
- **Brand Reputation:** Strong brand reputation and recognition can significantly impact consumer decisions. Brands with a history of quality and reliability might influence consumers independently of influencers.
- **Celebrity Endorsements:** Like social media influencers, celebrities endorsing products can impact consumer decisions, although they often operate in a more traditional advertising context.
- **Online Communities and Forums:** Niche online communities, forums, and discussion platforms can influence consumer choices through shared experiences and recommendations.
- **Search Engines:** Search engine results and sponsored ads influence consumers as they research and compare products before making a purchase decision.

1.2 ONLINE SHOPPING PORTALS IN INDIA

1. Amazon



Fig no. 1.14

Amazon India stands as the nation's biggest online shopping platform, resembling an extensive virtual store they can purchase a wide array of items, including electronics, groceries, and household essentials. The convenience lies in not having to come to get physical store, as Amazon India offers nearly everything required.

2. Flipkart



Fig no. 1.15

Flipkart stands out as a well-known online shopping website in India. Flipkart's portal serves as a gateway to a vast assortment of products, ranging from electronics to fashion, home essentials, and beyond. They have clothes, accessories, and things for your daily life. What is cool is that Flipkart often has special offers and lower prices, and they get good dealings. They treasure trove of things you might like, they have some amount to save. They may be into finding great stuff without spending a lot, but Flipkart is a place you will want to check out.

3. Myntra



Fig no. 1.16

Myntra is a top fashion store online in India. They have lots of clothes, shoes, and accessories for everyone – men, women, and kids. Moreover, they also offer items for your household and beauty essentials. It's akin to a virtual shore they can discover trendy attire and stylish items for your home.

4. Ajio

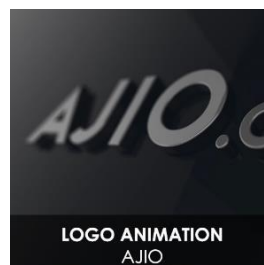


Fig no. 1.17

Ajio, a part of Reliance Retail, is a trendy online fashion store. It is more like a digital shopping spot for clothing, shoes, technologies, gadgets, etc. to consumers – guys, gals, and kids. But that is not all; Ajio also has kitchen and skin care cream stuff for your home and beauty needs. It is almost like a fashion-forward store that also has things make your living area nicer and improve your beauty routine.

5. Snapdeal



Fig no. 1.18

Snapdeal is a special online store where consumers purchase and sell all sorts of things from different people. It is like a online marketplace, they find discover everything from gadgets and fashionable clothing to home essentials and even groceries. Whether you want cool gadgets, trendy clothes, or everyday things, Snapdeal has lots of different things for consumer to check out.

6. Nykaa



Fig no. 1.19

Nykaa is a online store for beauty and personal care items. It is best thing digital haven for all things beauty – makeup, skincare, haircare, and even fragrances. But that is not all; Nykaa also has a bunch of stylish accessories to complement your look they can find more explore a wide array of beauty goodies and trendy extras. Whether you are into makeup magic skin care and hair.

RESEARCH DESIGN

3.1 Statement of the Problem:

The increase in social platform has changed how people decide what to buy, especially when shopping online. Individuals with a huge following on social networks like Instagram YouTube, and TikTok have become influential forces shaping consumer actions. However, it's crucial to grasp the extent of online influencers' impact on people's online shopping decisions and the factors that determine their effectiveness in this regard.

3.2 Need For the Study:

1. Understanding social media influencers' impact on consumer online shopping choices is crucial for marketers and consumers alike.
2. Marketers can enhance their marketing strategies and partnerships with influencers by utilizing this knowledge.
3. This understanding enables marketers to refine their targeting, messaging, and product promotion strategies based on influencer-driven consumer behavior.
4. Consumer can understand how the influencer will affect their decision to buy product in online shopping.
5. Improved understanding empowers consumers to make more informed purchasing choices.

3.3 Objectives of the Study:

1. Study how social media influencers influence what people buy online.
2. Find the best social media portal influencers to impact people's buying decisions.
3. We can understand how different types of influencers (celebrities, experts, and regular people) affect what people think and buy.
4. Examine how different social media content (reviews, sponsored posts, how-to guides) influences people's purchasing choices.
5. It demonstrates the trust among consumers and influencers.
6. To understand the tactics that influencers use to convince people to buy things.

3.4 Scope of the study:

- This study concentrates on the way social media influencers affect individuals' choices when it comes to purchasing, particularly in the context of online shopping.
- This study investigates influencers across various industries and specialized areas on platforms such as Instagram, YouTube, and TikTok.
- The study wants to understand how everyone thinks and acts, not just certain groups or areas

Meaning of Research Design

Research design is like a plan for how to do a research study. In this a way to figure out what steps to take, like what information to collect and how to analyze it so that the study gives good answers to the questions being asked. It is like a map that shows researchers how to go through the study from the beginning to the end.

HYPOTHESES

Null Hypothesis (H0)

There is no significant association between the choice of social media platforms for online shopping and the frequency of using social media for online content consumption. In other words, the two variables are independent.

Alternative Hypothesis (H1)

There is a significant association between the choice of social media platforms for online shopping and the frequency of using social media for online content consumption. In other words, the two variables are dependent, and there is a relationship between them.

After conducting a Chi-Square test, you can use the p-value to decide whether to reject the null hypothesis (H0); if the p-value is less than your chosen significance level, such as 0.05, you would reject H0, indicating a significant association between the variables, whereas if the p-value is greater than your chosen significance level, you would fail to reject H0, implying no significant association.

3.5 Limitations of the Study:

1. The people included in the study might not represent everyone, so the findings may not apply to the larger group of people.
2. Results might not be relevant in different cultures or countries where social media use and shopping habits can differ.
3. Individuals might occasionally provide inaccurate information when responding to inquiries about their thoughts or behaviors.
4. It can be difficult to prove that social media influencers directly cause certain consumer behaviors.
5. The finding may only apply to the specific group studied and may not apply to different cultures or places.

Analysis and Interpretation

1. This table displays the distribution of respondents across various age groups on age-related data.

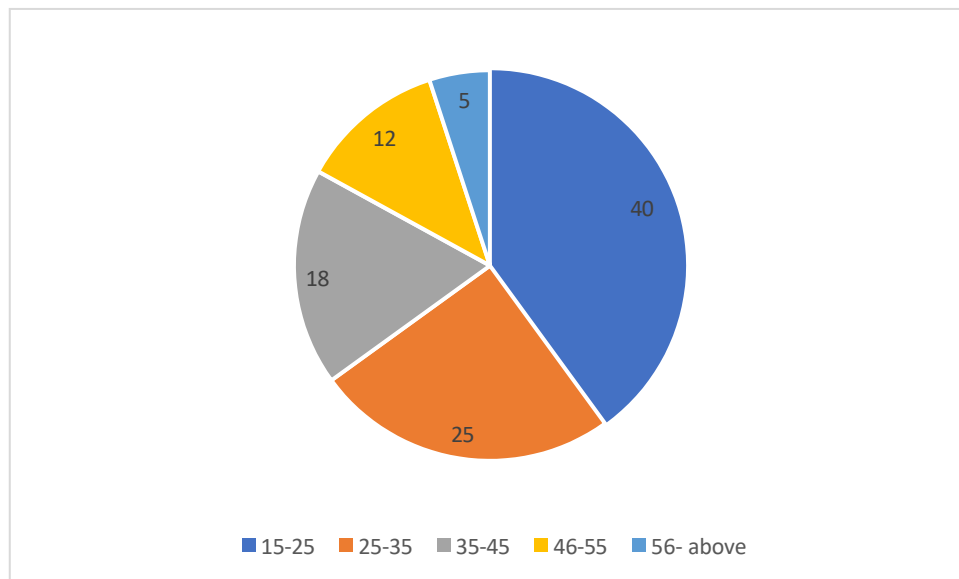
Table No. 4.1 shows the distribution of age groups

Age	No of respondents
15-25	40
25-35	25
35-45	18

46-55	12
56- above	5
Total	100

Analysis

Most of the 100 people surveyed are young, with 40% between 15-25 years old and 25% between 25-35 years old. As we go up in age groups, there are fewer respondents: 18% are 35-45 years old, 12% are 46-55 years old, and 5% are 56 or older.



Graph No. 4.1 shows the distribution of age groups

Interpretation:

The data shows the ages of people who took the survey and how many were in each age group. Most participants were between 15 and 25 years old, with 40 people in that group. As people got older, fewer took part in the survey. The smallest group was aged 56 and above, with only 5 people.

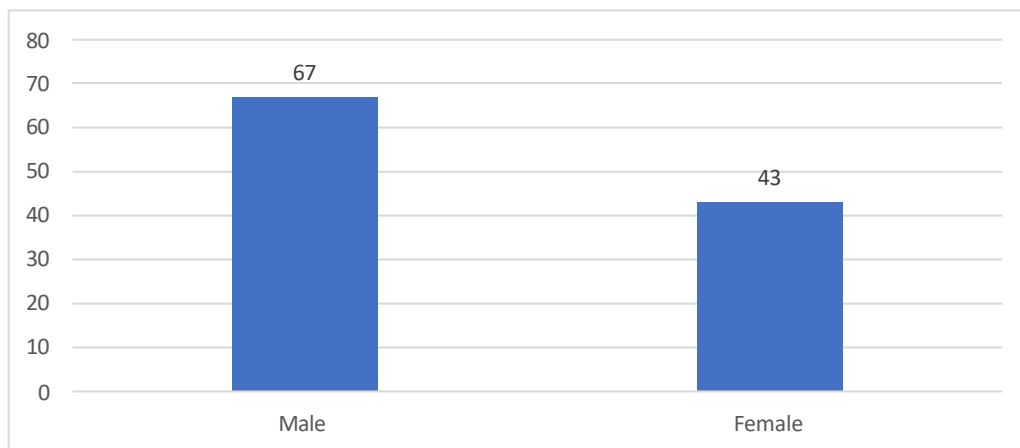
2. This table displays the distribution of respondents of gender

Table No. 4.2 shows the distribution of respondents of gender

Gender	No. of response
Male	67
Female	43
Total	100

Analysis

The data shows a gender distribution of 67 males and 43 females among 100 respondents. Within the sample, males form the majority, representing 67%, whereas females comprise 43%. This information is useful for understanding the gender balance in the surveyed population.



Graph No. 4. 2 shows the distribution of respondents of gender

Interpretation:

The data shows the age information of respondents. There were 67 male respondents and 43 female respondents. More males participated in the survey than females, with 24 more male respondents. However, we cannot assume the reasons for this difference without further analysis

This table provides an easy-to-read overview of the social media platforms respondents use for online shopping.

Table No. 4.3 shows the respondents of social media platform

Social media platform	No. of response
Facebook	12
Instagram	70
YouTube	6
Snap Chat	2
Twitter	10
Total	100

Analysis

Out of 100 respondents, Instagram is the top choice (70%), followed by Facebook (12%), and Twitter (10%). This suggests a strong preference for visual-oriented platforms like Instagram among the surveyed individuals.

This table provides insights into how frequently individuals use online shopping portals to make product purchases.

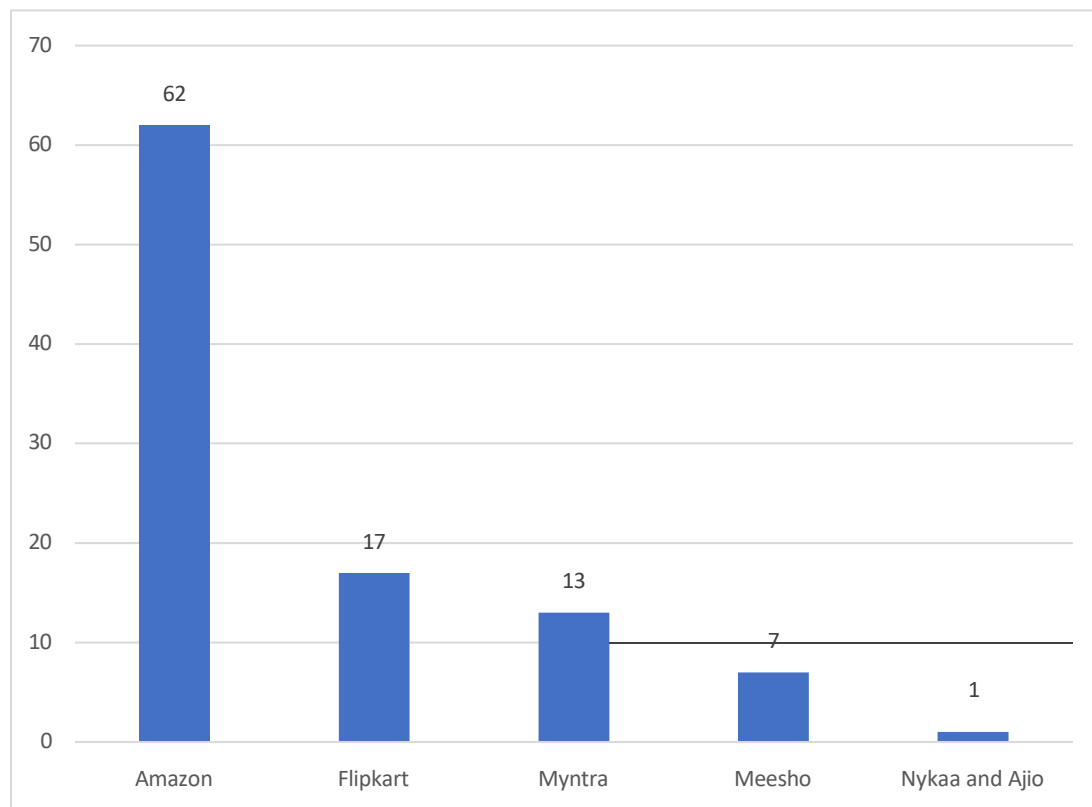
Table No. 4.4 shows the respondents other the online shopping platform

Online Shopping Platform	No. of responses
Amazon	62
Flipkart	17

Myntra	13
Meesho	7
Nykaa and Ajio	1
Total	100

Analysis

Out of the 100 respondents, Amazon is a making top priority in online shops, with 62 %, followed by Flipkart at 17%, and Myntra at 13%.



Graph No. 4.4 shows the respondents of social media platform

Interpretation:

The data provided offers insights into the preferred online shopping platforms of 100 surveyed individuals. Notably, Amazon emerges as the clear favorite, attracting 62% of the respondents. In contrast, Flipkart and Myntra follow with 17% and 13% of the preferences, respectively. Meesho, Nykaa, and Ajio collectively.

Represent a smaller percentage, each being chosen by 1% of the participants. It's important to remember that these findings pertain exclusively to the surveyed sample and it not important in the wider preferences within the general population.

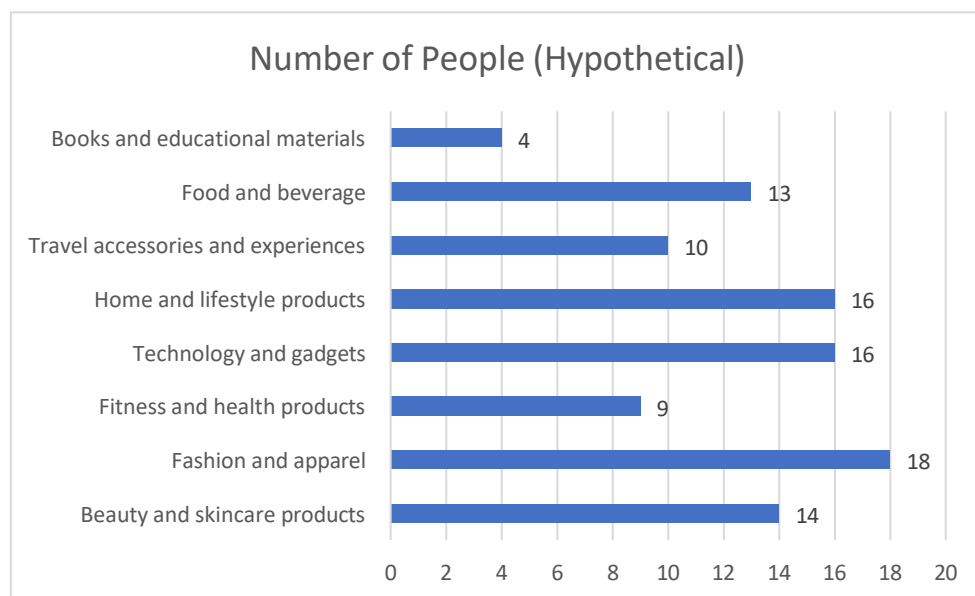
5. This table provides a purchasing or purchased product based on social media influencer recommendation or promotion

Table No. 4.5 shows the respondents of the product category

Product Category	No of respondents
Beauty and skincare products	14
Fashion and apparel	18
Fitness and health products	9
Technology and gadgets	16
Home and lifestyle products	16
Travel accessories and experiences	10
Food and beverage	13
Books and educational materials	4
Total	100

Analysis

In the data shown above, fashion and apparel (18%) emerged as a favorite category, followed by technology and gadgets (16%) and home and lifestyle products (16%) among 100 respondents.



Graph No. 4. 5 shows the respondents of the product category

Interpretation:

The data indicates diverse preferences among respondents for various product categories. Notably, fashion and apparel attracted the highest interest, with 18% of respondents favoring this category. Beauty and skincare products followed closely behind, appealing to 14% of participants. Technology and gadgets, as well as home and lifestyle products, both captured the attention of 16% of respondents. Additionally, 10% expressed interest in travel accessories and experiences, while 13% preferred food and drinks item. This data highlights the wide-ranging consumer interests and get to know their product category preferences.

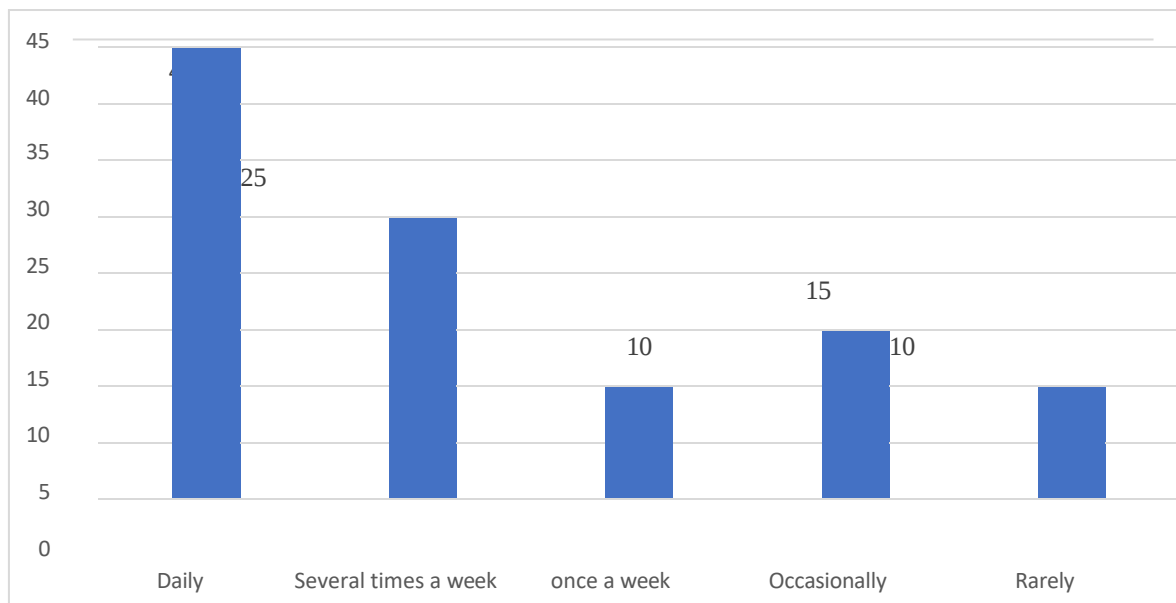
6. This table illustrates how often respondents interact with an influencer on various platforms.

Table No. 4.6 shows the respondents in interacting with influencers

Frequency	No of respondents
Daily	40
Several times a week	25
Once a week	10
Occasionally	15
Rarely	10
Total	100

Analysis

In the table above, among 100 respondents, 40% engage in the activity daily, 25% several times a week, and 10% once a week, indicating regular participation. Additionally, 15% participate occasionally, while 10% do so rarely, reflecting varying levels of engagement in this activity.



Graph No. 4.6 shows the respondents in interacting with influencers

Interpretation:

This data shows, a consumer is very active on social media and follows different influencers. They engage with around 40 influencers daily, showing a strong interest in their content. Even on days when they're not as active, they still interact with about 25 influencers several times a week. They have a smaller group of 10 influencers they follow closely and engage with once a week. Additionally, they occasionally interact with 15 other influencers. Finally, there are 10 influencers they follow but rarely engage with, maybe because they don't post often or the person is less involved with their content. Overall, they are quite engaged with social media influencers.

7. This table shows the type of social media influencers you trust the most while making an online shopping decision

Table No. 4.7 shows the respondents of type of social media influencers

Type of Social Media Influencer	No of respondents
Celebrity influencers (macro-influencers)	30
Niche experts with smaller followings (micro-influencers)	20
An everyday consumer turned influencer	50
Total	100

FINDING

- Influencers are trusted trendsetters who can drive product purchases through consistent content sharing.
- In this response for young, with 40% aged 15-25 and 25% aged 25-35, highlighting the importance of targeting a youthful audience in influencer marketing campaigns.
- Most of the people surveyed were men, representing 67%, while women made up 43%, which suggests that brands should think about this gender difference when making influencer content.
- Instagram is the preferred social media influencers for 70% of respondents, emphasizing the platform's significance for influencer marketing strategies.
- Amazon leads as the preferred online shopping platform at 62%, underlining its importance as a platform for influencer collaborations.
- Fashion and apparel were the most favored product categories among respondents
- Influencer content had varying degrees of impact on impulse purchases, with exclusive discounts being the most influential.

SUGGESTION

- Create influencer campaigns that match what younger consumers like, as they are a big part of the audience.
- Use lots of pictures and videos, especially on platforms like Instagram, where people like that kind of stuff.
- Promote different things, like clothes, gadgets, and home stuff, with influencers to reach more people.
- Be open and honest in influencer content to avoid problems with false information.
- Understand that people might check other sources or read reviews, make sure you can trust the influencer's content to make wise choices.

CONCLUSION

In conclusion, this study highlights the substantial influence that social media influencers wield in shaping consumer decisions and fostering brand loyalty within the online shopping domain. To thrive in this dynamic digital landscape, brands must effectively utilize influencer marketing while upholding trust and authenticity as paramount values. The data offers invaluable insights into demographic patterns, preferences, and concerns, underscoring the necessity for tailored strategies, transparent content, and adaptability to shifting consumer sentiments. By embracing these findings, brands can maximize the potential of influencer marketing, securing a stronger foothold in the ever-evolving world of online commerce.

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